

Form PTO-1594 (Rev. 10/02) OMB No. 0851-0027 (exp. 6/30/2005) Tab settings

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Designs By Skaffles, Inc. [] Individual(s) [] Association [] General Partnership [] Limited Partnership [x] Corporation-State New York [] Other Additional name(s) of conveying party(ies) attached? [] Yes [x] No

2. Name and address of receiving party(ies) Name: Beauty Holding Company, Inc. Internal Address: Street Address: 25 Church Street City: Hamilton State: Zip: Bermuda HM 12 [] Individual(s) citizenship [] Association [] General Partnership [] Limited Partnership [x] Corporation-State Delaware [] Other If assignee is not domiciled in the United States, a domestic representative designation is attached: [] Yes [x] No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? [] Yes [x] No

3. Nature of conveyance: [x] Assignment [] Merger [] Security Agreement [] Change of Name [] Other Execution Date: 11/03/2003

4. Application number(s) or registration number(s): A. Trademark Application No.(s) 78/299411 Additional number(s) attached [] Yes [x] No

B. Trademark Registration No.(s)

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Laura J. Turczak Internal Address: Alberto-Culver Company Street Address: 2525 Armitage Avenue City: Melrose Park State: IL Zip: 60160

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$ 40.00 [] Enclosed [x] Authorized to be charged to deposit account

8. Deposit account number: 50-0446

DO NOT USE THIS SPACE

9. Signature. Laura J. Turczak Name of Person Signing Signature Date 1/6/04

Total number of pages including cover sheet, attachments, and document. 3

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

CH \$40.00 600446 78299411

ASSIGNMENT OF TRADEMARK

This Assignment of Trademarks is made as of the 3rd day of November, 2003, by and between **Designs By Skaffles, Inc.**, a corporation organized under the laws of the State of New York ("Assignor") and **Beauty Holding Company**, a Delaware corporation located at 25 Church Street, Hamilton, H12, Bermuda ("Assignee").

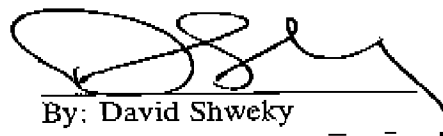
WHEREAS, as of the date hereof, the Assignor is the owner of the trademarks, including, without limitation, the trademark applications and/or registrations in the United States Patent and Trademark Office as delineated on Exhibit A annexed hereto (the "Trademarks"); and

WHEREAS, the Assignee is desirous of acquiring the Trademarks, the applications and registrations therefore, and the business and goodwill of the business in connection therewith.

NOW, THEREFORE, the Assignor, for good and valuable consideration, the receipt and sufficiency of which is hereby expressly acknowledged, hereby sells, assigns, conveys and transfers unto Assignee, its successor and assigns, Assignor's entire right, title and interest in and to the Trademarks, applications, and registrations set forth on Exhibit A, together with the business and all goodwill of the business connected with the use of or symbolized by the Trademarks, applications and registrations therefore, including any license, franchise, or distributor agreements, labels and advertising, and Assignor's entire right, title and interest in and to any and all claims and demands it may have, at law or in equity, for past infringement of the Trademarks as well as all rights to damages or profits as of the date hereof and the right to sue for and recover same in Assignee's own name.

IN WITNESS WHEREOF, the Assignor has caused this Assignment of Trademarks to be executed as of the date first written above.

DESIGNS BY SKAFFLES, INC.



By: David Shweky

Exhibit A

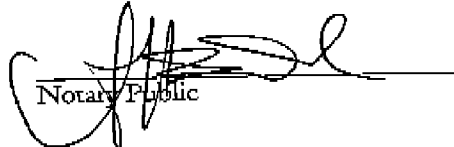
Trademarks

BEE KISSED (stylized or with design)

Serial No. 78/299411

STATE OF NEW YORK)
) ss.:
COUNTY OF NEW YORK)

On this 4th day of November, 2003, personally came before me DAVID SHWEKY who
being by me duly sworn did depose and say that deponent is the PRESIDENT of the corporation
described in and which executed the foregoing ASSIGNMENT OF TRADEMARK, and that he has the
authority to sign his name thereto.


Notary Public

JEFFREY S. DWECK
Notary Public, State of New York
No. 02DW15079337
Qualified in Kings County
Commission Expires Feb. 10, 2007